

**TRAINING MODULE ABOUT
GEOGRAPHICAL INDICATIONS**
Amman, Jordan, Febr. 22-23, 2011

Didier CHABROL

Introduction to the GI concept

History

Characteristics

Key terms

Antiquity

- In the Roman empire, some wines and cheeses are called with geographical names
- Pline's "Natural history": a chapter (XI, 97) describes the diversity of cheeses enjoyed by Romans



XVIIIth Century

- Italy, 1716: Grand Duke of Tuscany issued an edict legislating that four villages are the only officially recognized producers of Chianti wine.
- Portugal, 1756: a *Company* founded to guarantee the quality of PORT WINE. Also in charge of regulating and managing the protected geographic indication.

History of the French « system » (1)

- Around 1900: Over production of wine, many frauds after a pest which destroyed traditional viticulture → 1905 law
- Administration can define an area where producers are authorized to use a name
- No code of practices
- Control and repression by administration
- Champagne: 1907, many problems

1919: « judicial » appellation of origin

- Law about « appellations d'origine »
- Delimited area **AND** « local, loyal and constant practices »
- Any producer of the area can use the name, and sue any non allowed usage
- → Courts are in charge of defining the AO

1935: « controlled » AO

- Law of 1935 about defence of the wine market
- A national commission of producers
- In charge of defining area, code of practices, and of controlling
- Becomes an Institute (under MoA): producers, experts, administration

1966: definition of AOC by a law

- Following Lisbon agreement
- *“appellation of origin” means the geographical denomination of a country, region, or locality, which serves to designate a product originating therein, the quality or characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors (Lisbon)*

Learning by doing

- Administrative...
- Judicial...
- Professional...

- Definition 60 years later...

1990: other food or agricultural products

- Huile d'olive de Nyons
- Cheese, chicken, meats, vegetables...



1994: TRIPS definition of GIs

indications ... identify a good as originating in the territory of a Member, or a region or locality in that territory,

where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin

A name + a quality/reputation + an area
+ a causality link

European Union

- 1992: 2081/92 regulation
- Only food or agri products
- Two kinds of GI: PDO (=AOC); PGI
- Link to the place more important for PDO
- Influence of on going negotiations in WTO



PDO / PGI :

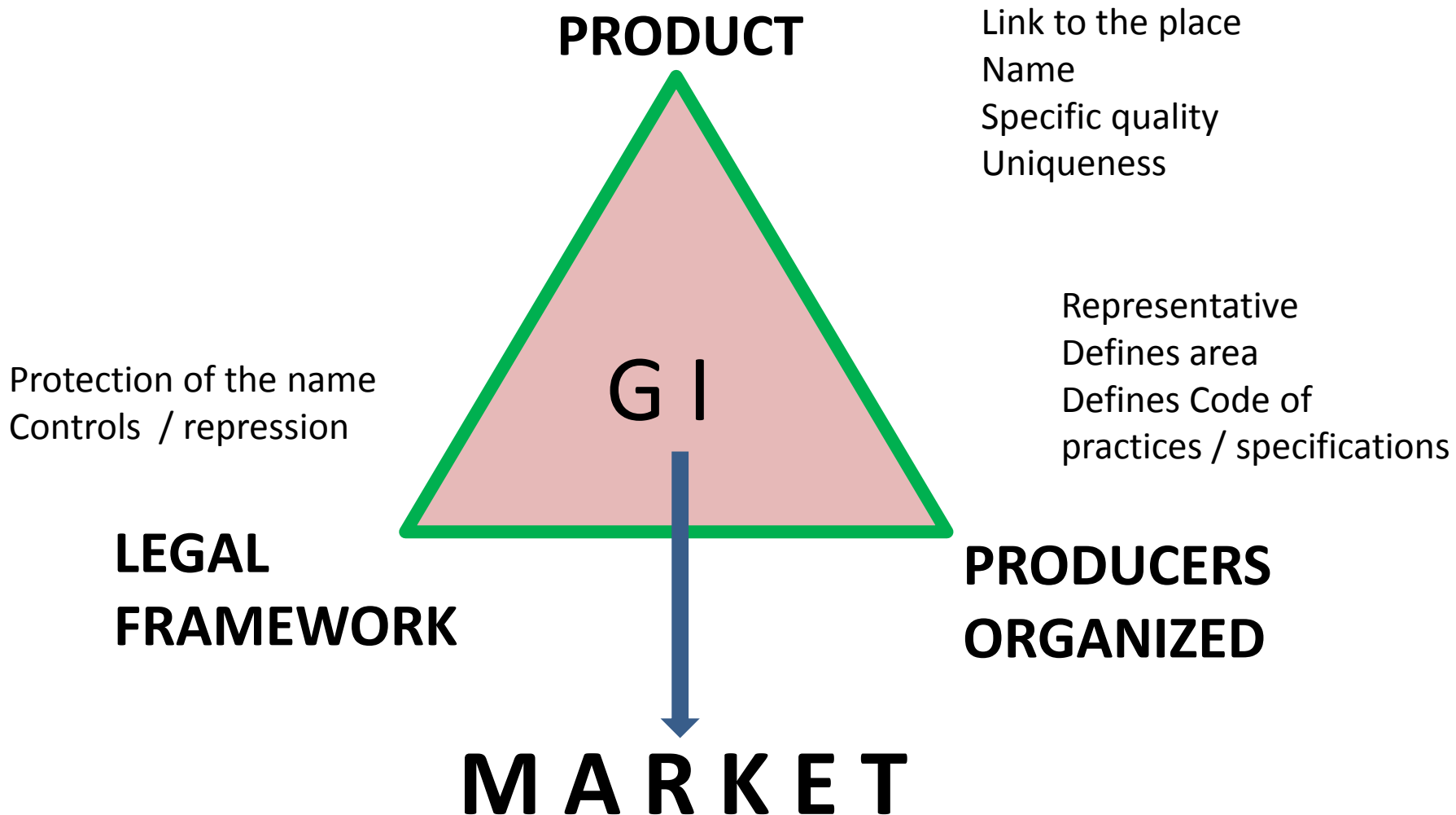
the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff: originating in that region, specific place or country,

- the quality or characteristics of which **are essentially or exclusively due** to a particular geographical environment with its inherent natural and human factors, and
- the production, processing **AND** preparation of which take place in the defined geographical area;
- and which possesses a specific quality, reputation or other characteristics **attributable** to that geographical origin, and
- the production **AND/OR** processing **AND/OR** preparation of which take place in the defined geographical area.

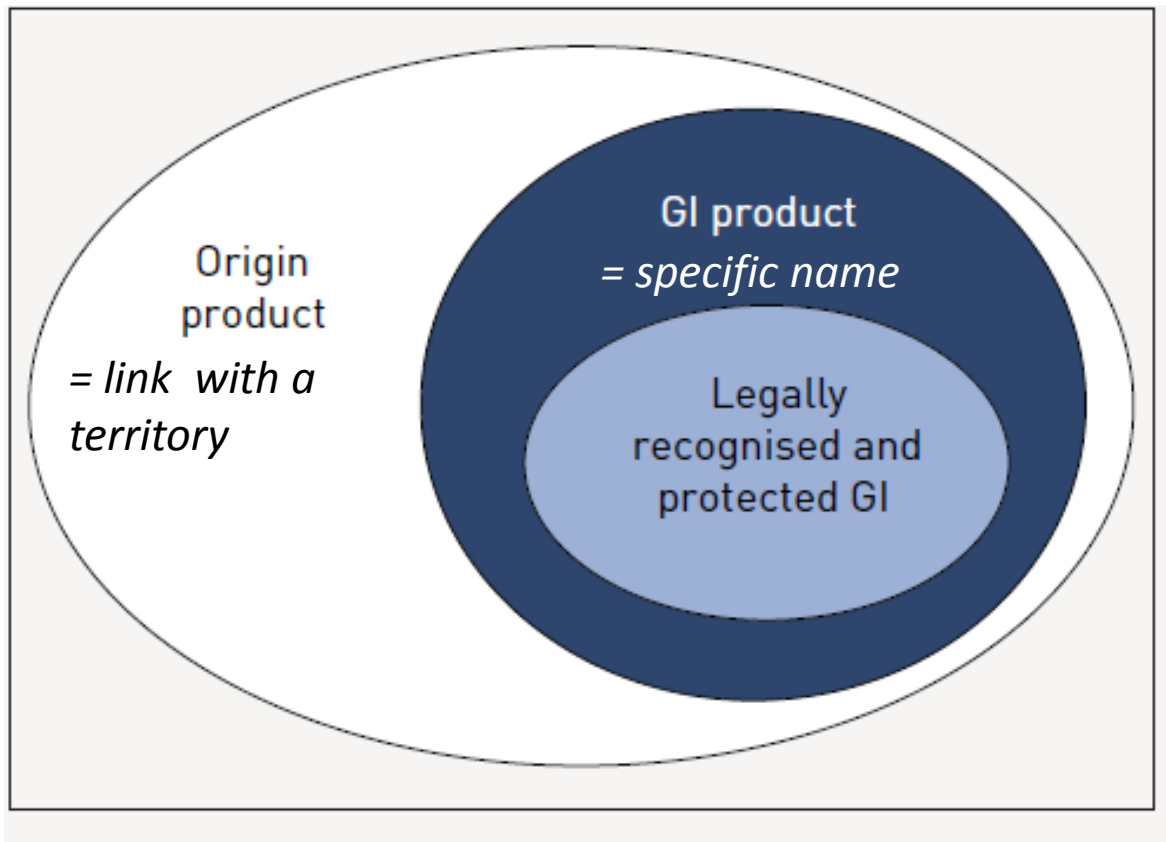
2006: new EU regulation (510/2006)

- “open to the geographical indications of third countries where these are protected in their country of origin”
- Can be proposed by the state or by a group of producers
- Controls must be operated by accredited organization (ISO 65)

The successful GI triangle



Origin product, GI product, protected GI

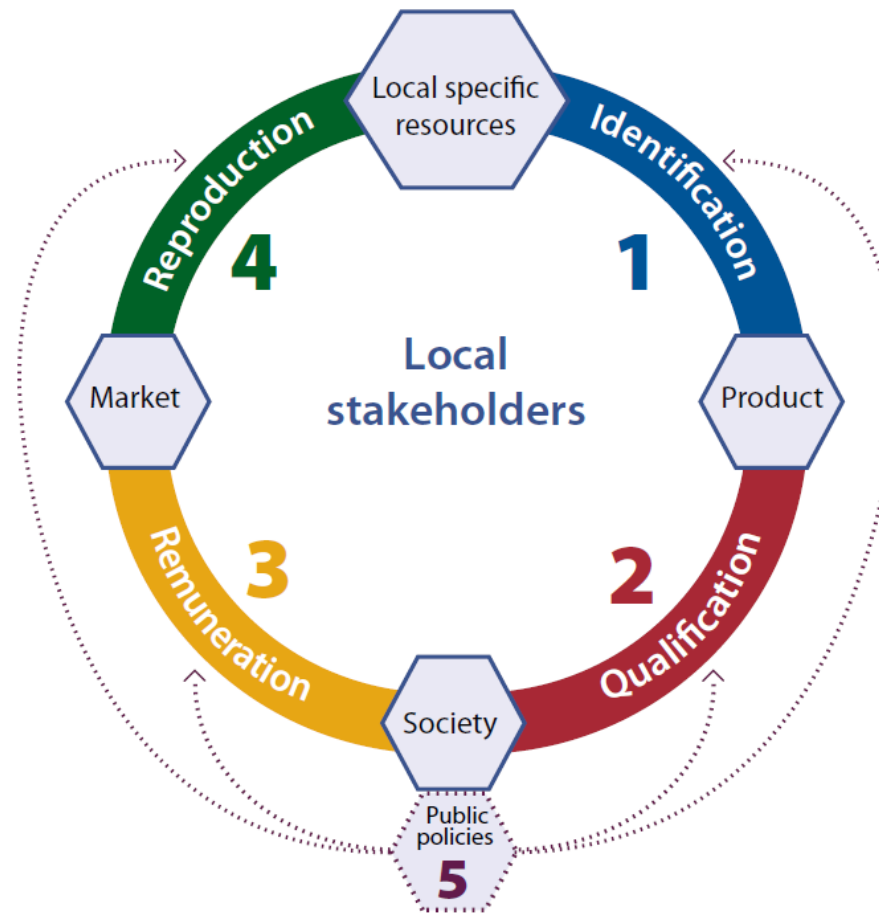


Not all
origin-
based
products
are GI
products

Link to the territory

- Or link to the place, link to the origin...
- No link: « made in Brazil », indication of source or « country of origin labelling »
- Some link: TRIPS definition of GI
- Strong link: Lisbon definition of AO

The origin-based quality virtuous circle



The virtuous circle: IDENTIFICATION

- Clear identification of the product and the local resources needed for production
- Relies greatly on local producers' awareness of the "potentialities"
- May also require scientific studies and analysis, either on resources (e.g. soil analysis, history of the product) or on the product and its reputation (tasting, consumer research, etc.).
- At this stage, support is as important as specific technical and scientific competencies are.



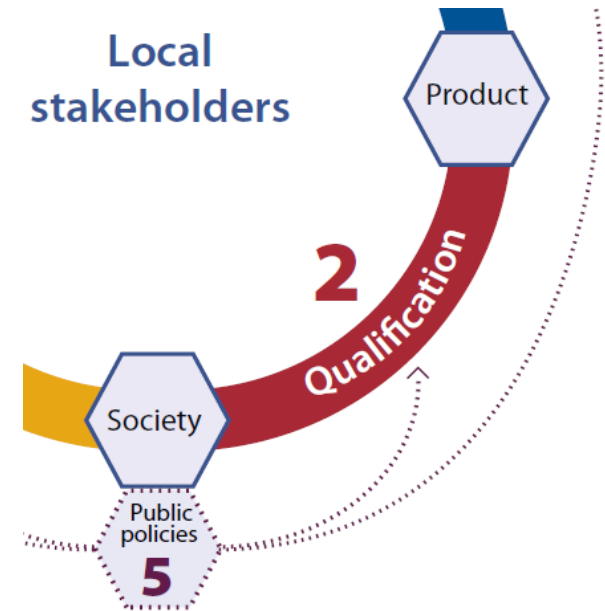
The virtuous circle: QUALIFICATION

The process, by which society will be able to recognize the values attached to the origin-based product

Asks for a clear and shared description of the characteristics of the production area, production process and product quality attributes

Qualification requires local producers to draw up the code of practice (CoP) containing clear criteria and requirements for reaching that specific quality (setting up the rules)

Critical both for providing consumers with a defined product quality linked to its geographical origin and ensuring that reproduction (preservation and improvement) of local resources is adequately managed



The origin-based quality virtuous circle



The origin-based quality virtuous circle

